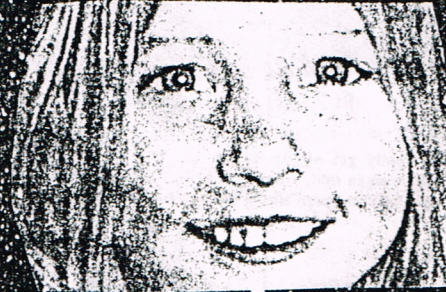


◀ GUERITA ▶

You are consumed.



**You are the product
of television.**

april 1992

#1

► GUERITA ◀

ok, so excuse me for the bourgeois laser printing and computer fonts. I'll admit it, I go to college, whaddya want? Would you accept \$10,000 to shave your head and continue your normal activities sans hat or wig without explaining the reason for your haircut? how's that for efficiency, eh? If you're looking for an actual "zine Intro" or a "rationale" of sorts, too bad. I'm not writing one because they always feel forced and artificial. this is my only apology.

"You must really get off on doing laundry," the woman said, pointing at the chair that Sam had been sitting on.

mail makes me
happy.

(Please
write)

allie
box 2115, MHC
s. hadley, ma 01075



Commercial television
delivers 20 million
people a minute.

About the name of this Zine...

Guerita basically means "white girl" (at least in my case) And by no means am i proudly proclaiming my status as such.

Guerita is about a privileged feeling of guilt that because of my background i cannot deny.

am i, thus, tied to my heritage with an
umbilical cord that won't break?
is biology destiny?
is social conditioning destiny?
is god destiny?

i am not content to say yes to any
of these questions - that would
imply that there is nothing i can do
to change anything, including myself.
i don't like that.

are the concepts of RACE
and of GENDER immutable &
true?

What television
teaches through
commercialism is
materialistic
consumption.

hell no! such classifications—to which every individual seems subject—strengthen ideologies of domination. if you are classifiable, you are dominatable.

- why must pale-skinned people with names like "carlos" be questioned about their ethnic heritage?

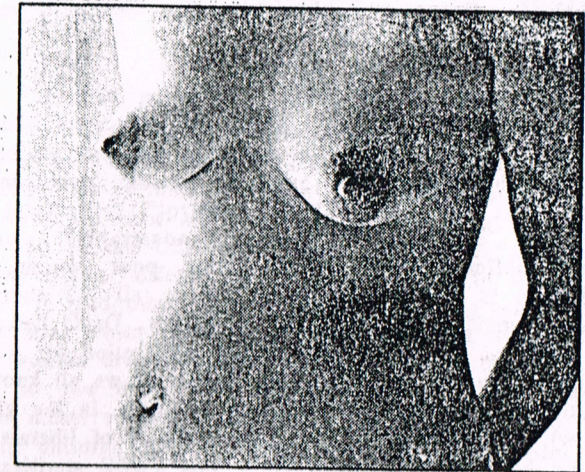
- why must i place my sexual preference at spot A, B or C and nowhere in between?

if it's to make the system run more smoothly, to uphold the invisible

framework of our great society, i don't want any part of it.

Soft propaganda is considered entertainment.

excuse me, sister, is your uterus free?

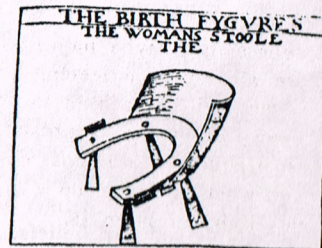


There's a big pro-choice march/rally coming up, and i've been asked many a time if i'm going. People know i'm a feminist and not ashamed to admit it, so they assume that i must be going to this liberal extravaganza. I find myself repeating: i support the cause (women's choice), and i support women, but i don't necessarily support N.O.W. (which is organizing it), and i don't think that rallies are much more than a throwback. I doubt a hundred rallies would change things, especially with liberal N.O.W. in charge. Certain people call me *apathetic* or *negative* for this but that's another story. I'm digressing. The point of this article is neither to cut down on the rally or N.O.W., nor to defend my beliefs, it's to discuss some of the other shit going on in the realm of reproductive

rights and choice. This is stuff N.O.W. hasn't talked about, as far as i know, maybe they don't even know about it. Some of the following is even supported by liberal women's groups like N.O.W. Excuse my biting sarcasm, these are serious issues. Among the shit going on is:

* Sterilization abuse.

This is a method of so-called "population control." But control of which population? Quite frequently, sterilizations are performed upon unaware young girls who just so happen to be non-white (under the guise of "routine gynecological exams"). It is also used to "control" (eliminate) the reproductive capacities of other "undesirable" women: "mentally deficient" women, prostitutes, poor women, etc. (Sterilization is the humane alternative to all the abortions those sluts would have to get anyway, right?) David Duke has openly declared his support fro FREE sterilization for women on welfare as a way to stop crime (which, as we all know, is committed only by children of welfare mothers, in the ghetto, ya know). Duke's statement outraged plenty of liberals, but i wonder how many of them know that FREE sterilizations have been "offered" to "undesirable" women for a long time. Sterilization abuse has a long, racist history. Read Angela Davis' *Race, Sex and Class* for more details.



* Contraceptive implants.

Speaking of FREE stuff, experimental (untested/unapproved/dangerous) drugs like "norplant" and "depo-provera" have been tested on poor and non-white women, both in the third world and in the US, for decades. I believe "norplant" is currently being "offered" to welfare mothers in the US for FREE. It (and other untested drugs) are being widely tested in the third world (read: guinea pigs/read: the lives of third world women are worthless). Testing in the third world is FREE to the drug companies (because everybody knows there's massive overpopulation there, that's why so many starving children need the help of sympathetic white folks like sally struthers).

These implants are surgically placed in the upper arm. They release hormones for 5 years and are supposed to be removed after that amount of time. I doubt that the multinational drug giants (often financially backed by the US government) will bother to track down and surgically remove the implants from the thousands (maybe more) of women who have them. Women are already experiencing dangerous side effects, and who knows what will happen in the future. Did i mention that the drug company representatives who distribute the implants frequently do not even bother to inform the victim/woman what is being done to her? Read Vandana Shiva or Sumati Nair for more information.

You are the controlled product of news programming.

* Surrogacy.

You heard about Baby M (?) and the big surrogate mom controversy a few years ago, right? But did you know that tens of thousands of women (mostly in third world countries), out of economic necessity, breed children for the sole purpose of selling them? Yes, kids, baby farms exist, they are run by men, they pay the mother typically no more than \$1,000 per kid, then resell the babies to americans for \$30,000 or so. (but...but...don't those women do it out of the kindness of their hearts, to help infertile couples?.... and it's really their *choice* anyway, right? if they need money why don't they just get a real job...?) Hey girls, never fear for your economic survival, you have a built in commodity --- your womb! Wouldn't you like to rent it out? It has been documented that many of the owners of baby farms use threats to keep "their" women in line (e.g. one scumbag said that if she changes her mind and decides to keep the baby, he will hunt her down and "make her life miserable"). Commoditization is the modern way of survival, and women are no longer people, they are walking factories. Read more about this in the book *Test Tube Women*, edited by R. Arditti (distributed by World Women for Animal Rights, 616 6th St., Brooklyn, NY 11215)

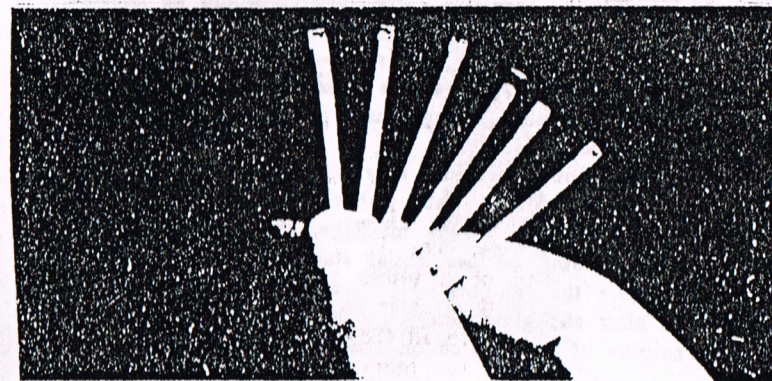
* New Technologies.

Once upon a time, certain feminists (like Shulamith Firestone) dreamed of a future where women could utilize technology to free themselves from their biological destiny. After all, not all women fit the "earth mother" mold. (Read Firestone and others for more about this.) Unfortunately, this feminist dream is more likely to become a anti-utopian nightmare. Male scientists (probably funded by the US government) love women so much that they are looking for ways to spare us the pain and mess of childbirth.

Television defines the world so as not to threaten you.

Researchers are currently trying to develop an artificial womb. Imagine, you can have an artificial baby - sex of choice - painlessly, and as easy as ordering a double bacon cheeseburger at wendy's. To some women, that may sound liberating. But who do you think will control this technology? Who will control women's choice in the matter? I'd guess..., the male scientists and the male government.

Many scientists are fantasizing what the world will be like after such technologies become widespread. One declares that the uterus would become a useless, cancer-prone vestige. Might as well compel all females to have hysterectomies at age 12, to save them the trouble of menstruation. Could this be misogynistic "womb envy"?



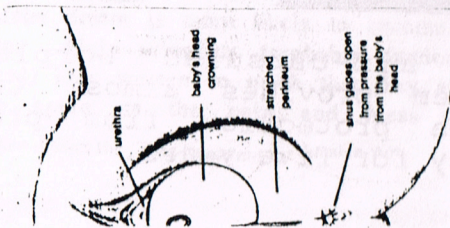
The six-capsuled Norplant system provides almost complete protection from pregnancy for five years.

Did you know that, thanks to new technologies like amniocentesis, people all over the world are selectively aborting female fetuses? After all, due to economic reality, girls are worth less to the average family than boys (especially in the third world). According to one researcher, societies who prefer girls are "deviant" (R. Rowland, in *Test Tube Women*).

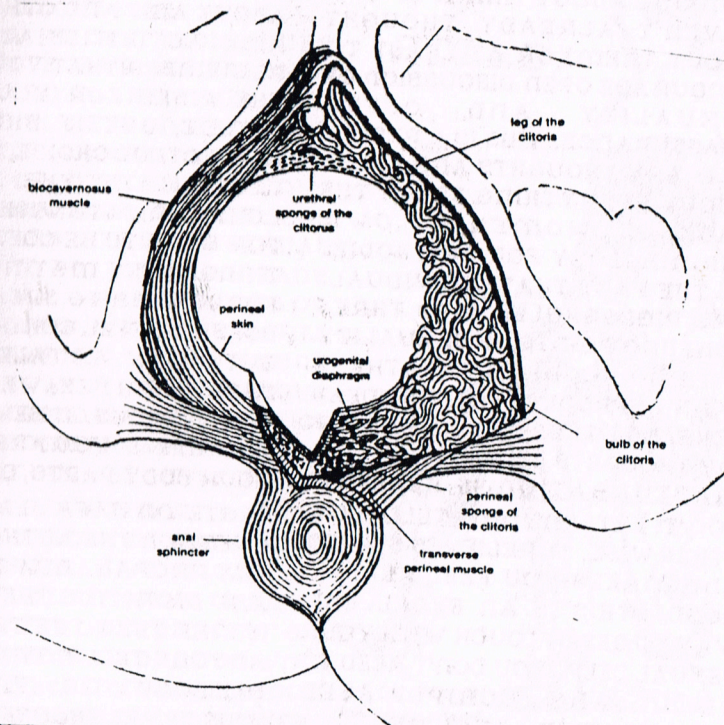
Acting on this "fact," some scientists, like John Postgate, are working to develop ways of producing predominantly male offspring. Postgate foresees a "Manchild Pill" to ensure male babies. He envisions a wonderful womanless world:

"Women's right to work, even to travel alone freely would possibly be forgotten.... Polyandry would be necessary and some societies would treat their women as queen ants, others as rewards for the most outstanding (or most determined) males.' Postgate is uncertain about whether the world would resemble a huge male prison or a boy's public school" (Rowland).

Yet another scientist sees a future in which girls are temporarily sterilized at puberty via an implanted contraceptive capsule. Upon marriage, she is issued a certain number (depending on her social status) of child certificates, which enable the temporary removal of the capsule (it is replaced after she gives birth). A couple may choose to sell their surplus of certificates on the open market.



OK, kids, i see some key themes running through all of this. Stuff like: *profit, commoditization, control*. This indicates *capitalism, patriarchy, domination, racism, imperialism, etc.* So, what is N.O.W. doing about any of this? What are WE going to do about it? For a start, be aware of your own body and your relation to technology; share information; read and research stuff like this. We women need *real* choices, and we need to control *our own* bodies. Work for revolution to smash the structures that allow this shit.



GOODGRL/BADGRL/FUCKGRL/MOMGRL/PALGRL/DYKEGRL/WMNGRL

THIS ARTICLE SORT OF WOUND UP SOUNDING LIKE ME TELLING YOU WHAT TO DO WITH YOUR SEXUALITY --- WHICH IS NOT WHAT I INTENDED. THIS PIECE IS MEANT JUST TO START WMN THINKING ABOUT THINGS (IF YOU HAVEN'T ALREADY THOUGHT ABOUT THEM) OR AT LEAST TO ENCOURAGE OPEN DISCUSSION OF SEXUALITY AND OFFER REASSURANCE. THIS IS A RESULT OF MANY THOUGHTS AND TALKS ABOUT EVERYTHING FROM THE LACK OF WOMEN'S OWN TERMINOLOGY FOR OUR BODIES TO THE FACT THAT INDIVIDUALS ARE PIGEONHOLED INTO THREE CONFINING POINTS OF SEXUALITY WITH NO ROOM TO BREATHE. I CAN'T REPRODUCE ALL THE IDEAS HERE, BUT THESE ARE A FEW OF MY THOUGHTS.....

MASTURBATION IS HEALTHY! DON'T LET ANYONE TELL YOU OTHERWISE. IT RELIEVES STRESS AND MAKES YOU FEEL REALLY GOOD. THIS IS AN EXCELLENT WAY TO GET IN TOUCH WITH YOUR SEXUAL SELF. YOU DON'T NEED TO BE IN ANY COMPLICATED RELATIONSHIP.... YOU'RE

DOING IT SOLELY FOR YOURSELF, SO YOU CAN DO WHATEVER YOU WANT! EXPERIMENT EVERY NIGHT! LOSE THE MORALISTIC CONDITIONING THAT TELLS YOU IT'S WRONG. IT'S GOOD FOR YOU!

SAFE SEX*/SATISFYING SEX: SAFE SEX IS A WISE IDEA. INFORM YOURSELF AND MAKE RESPONSIBLE DECISIONS. DIGEST ALL THE INFORMATION THERE IS ABOUT AIDS AND OTHER STDs, ABOUT HIGH- AND LOW-RISK ACTIVITIES, ABOUT SAFE SEX TECHNIQUES. REMEMBER THAT YOU STILL HAVE THE RIGHT TO ASSESS THE RISKS FOR YOURSELF AND MAKE YOUR OWN CHOICE, BUT IT SHOULD BE A RESPONSIBLE AND RESPECTFUL CHOICE, TAKING INTO ACCOUNT YOUR OWN HEALTH AND THE HEALTH OF OTHERS. OPENLY COMMUNICATE WITH YOUR PARTNER(S). IT'S COMMON FOR WMN TO BE COERCED BY MEN INTO DOING SEXUAL THINGS THEY MAY NOT WANT TO DO. IT'S IMPORTANT FOR A WMN TO SPEAK UP ABOUT WHAT SHE DOES OR DOES NOT FEEL COMFORTABLE WITH, WHAT SHE WANTS OUT OF SEX. TO TALK ABOUT SAFE SEX, AND TO INSURE SATISFYING SEX, WE NEED TO BE ABLE TO TALK ABOUT THOSE THINGS. IT SEEMS LIKE A GOOD IDEA TO PRACTICE TALKING! IF YOU AREN'T EVEN COMFORTABLE NAMING YOUR BODY PARTS, DISCUSSION COULD BE DIFFICULT.

*NOTE ON SAFE SEX: SOME ANTI-AUTHORITARIANS QUESTION THE AUTHORITATIVE STANCE OF MUCH SAFE SEX PROPAGANDA TELLING US WHAT WE "MUST" DO, AND DICTATING THE RISKS WE "MUST" AVOID. WHILE I AGREE THAT THE THOUGHT OF THE GOVERNMENT OR ANYONE TELLING ME WHAT I CAN OR CANNOT DO WITH MY BODY IS UNSETTLING, I AM SCARED ENOUGH ABOUT AIDS THAT I CHOOSE TO SUPPORT SAFE SEX. HOWEVER

(DON'T BE

PIGEON-

HOLED)



It is the consumer who is consumed.



Woman-centered. Focuses on female orgasm, identification with women's arousal and satisfaction.

IT WOULD HORRIFY ME IF THINGS WENT SO FAR THAT THE "CHOICE" ASPECT OF IT WERE TAKEN AWAY. IMAGINE IF THERE WERE "SAFE SEX LEGISLATURE" --- LIKE THE SEAT BELT LAWS! THIS IS ANOTHER ARGUMENT IN ITSELF, BUT SURELY SOMETHING TO THINK ABOUT. FOR MORE INFORMATION, SEE THE B.A.D. BRIGADE'S PAMPHLET ON AIDS.

THINGS ARE ESPECIALLY TOUGH BECAUSE WMN HAVE SO VERY FEW NAMES OF OUR OWN FOR OUR GENITALS. I'D LIKE TO RECLAIM THE NAMES MEN HAVE USED TO INSULT US: LIKE "CUNT" --- AND IN FACT MANY WMN ARE DOING SO. A GOOD WAY TO FIND OUT MORE ABOUT WHAT'S GOING ON WITH OTHER WMN AND SEX IS TO:

READ. A COUPLE OF EXAMPLES ARE: * *LIBIDO*: "THE JOURNAL OF SEX AND SENSIBILITY." CO-PRODUCED BY A MAN AND A WMN. A LITERARY SEX JOURNAL WITH "ARTSY" PHOTOS. STORIES AND WIERD NEWS BLURBS ALL ABOUT SEX, ITS HISTORY AND ITS PRACTICE. CAN BE TOO HET/MALE ORIENTED FOR SOME TASTES. * *ON OUR BACKS*: "ENTERTAINMENT FOR THE ADVENTUROUS LESBIAN." WMN PRODUCED, FULL-COLOR PHOTOS, EROTIC LESBIAN STORIES. * *BAD ATTITUDE*: ANOTHER WMN PRODUCED DYKE MAG, THIS IS MORE OF A S/M MAG, AND DEFINITELY NOT FOR EVERYONE. B&W PHOTOS, S/M STORIES.

SO, THOSE ARE SOME OF THE MAIN MAGAZINES --- THEY'RE PRETTY EXPENSIVE, AND PROBABLY NOT WORTH GETTING A SUBSCRIPTION UNLESS YOU REALLY

LIKE THEM. OBVIOUSLY, I DO NOT INCLUDE MEN'S YUKKY MAGAZINES. THE ONES I HAVE NAMED ARE VERY DIFFERENT FROM THOSE --- THEY TREAT WOMEN WITH RESPECT.

BOOKS: THERE ARE SO MANY BOOKS TO CHOOSE FROM (WARNING: MOST ARE EXPENSIVE -- BUY USED OR ON SALE!) HERE ARE A COUPLE IDEAS: * *SUSIE SEXPERT'S LESBIAN SEX WORLD* (BY SUSIE BRIGHT): FOR THOSE OF US NOT ON THE FAR HETERO END OF THINGS (SEXUALITY IS A CONTINUUM, I'LL TELL YA ABOUT IT LATER...). TOYS, FISTING, FUN WITH DENTAL DAMS, G-SPOT, FEMALE EJACULATION, ANAL SEX. * *CUNT COLORING BOOK* (BY TEE CORRINE): PRETTY DRAWINGS OF CUNTS FOR YOU TO COLOR IN. • *LOVE BITES* (BY DELLA GRACE)



--- A BOOK OF ARTSY PHOTOS OF VERY HIP BEAUTIFUL DYKES AT NITECLUBS, WEARING LEATHER, ETC. THE *SEXUALITY LIBRARY CATALOG* IS GOOD; IT HAS A BIG VARIETY OF STUFF AND THE COMPANY IS RUN ENTIRELY BY WMN (SOME OF THE STUFF IS RATHER EXPENSIVE THOUGH).

THERE ARE LOTS OF OTHER THINGS OUT THERE, BUT ONLY YOU CAN DECIDE WHETHER YOU LIKE EM SO GET OUT OF YOUR COCOON AND START CHECKING SHIT OUT. IN BOSTON, I RECOMMEND: *PRIMAL PLUNGE*, 107 BRIGHTON AVE IN ALLSTON ("THE ALLSTON MALL"), AND *WATERSTONE'S*, ON THE CORNER OF NEWBURY ST. AND EXCETER.

Some things you might like to know....

gelatin --- "a nearly transparent glutinous substance, obtained by boiling animal tissue in water, forming the basis of jellies, glues, and the like"

casein --- "a protein precipitated from milk, as by rennet, and forming the basis of cheese and certain plastics"

rennet --- "the lining of the fourth stomach of a calf or of the stomach of certain other young animals... used to curdle (coagulate) milk, as in making cheese...."

whey --- "a milk serum, separating as a watery liquid from the curd after coagulation, as in the making of cheese"

stearic acid --- "the most common fatty acid, occurring as the glyceride in animal fats: used chiefly in the manufacture of soaps, stearates, candles and cosmetics"

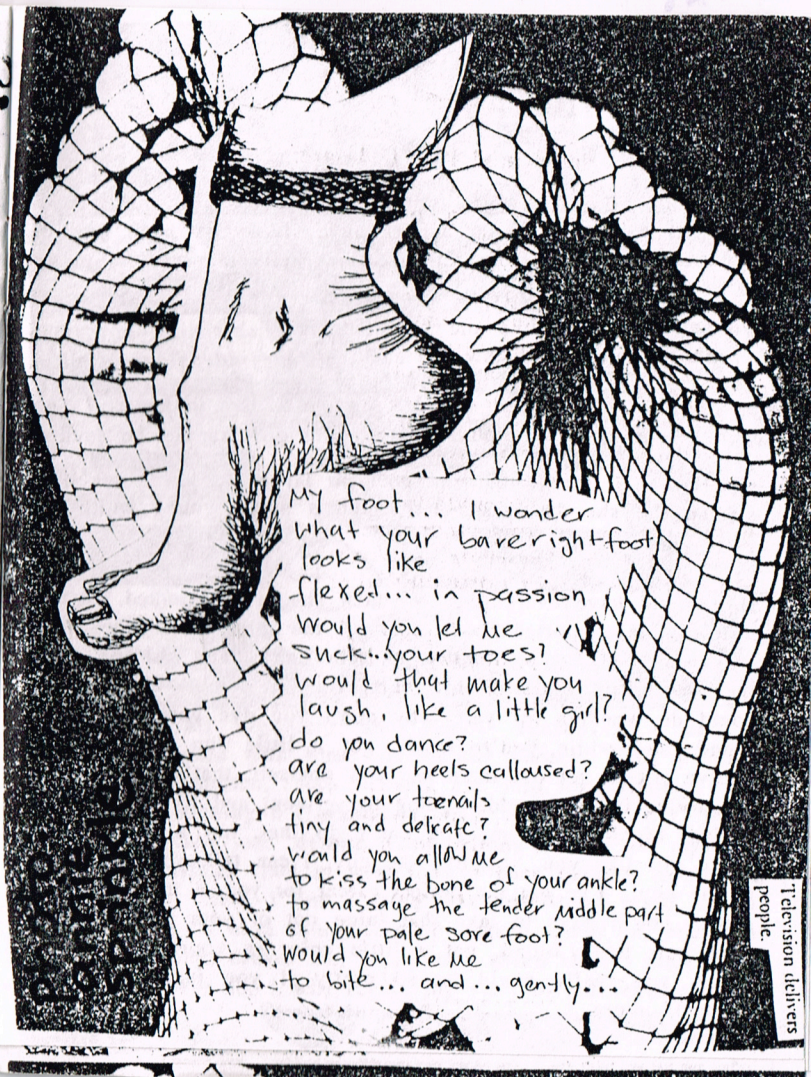
calcium phosphate --- "any of several phosphates of calcium occurring naturally in some rocks and in animal bones"

lecithin --- "1. any of a group of yellow-brown fatty substances, occurring in animal and plant tissue and in egg yolk.... 2. a commercial form of this substance obtained chiefly from soybeans, corn and egg yolk, used in candies, foods, cosmetics and inks"

Ok, look, I don't give a shit if you're vegan or not. I simply looked this stuff up in a dictionary cuz I know you're probably too lazy to do it. some folks are interested in what they consume, some aren't. mere veganism won't change the world, so make your own damn choice.

POPULAR
ENTERTAINMENT IS

BASICALLY
PROPAGANDA FOR
THE STATUS QUO.



My foot... I wonder
what your bare right foot
looks like
flexed... in passion
would you let me
suck... your toes?
would that make you
laugh, like a little girl?
do you dance?
are your heels calloused?
are your toenails
tiny and delicate?
would you allow me
to kiss the bone of your ankle?
to massage the tender middle part
of your pale sore foot?
would you like me
to bite... and... gently...

Television delivers
people.

GUILTY



i am guilty. the life i have lived has been one of blindness. pressure from all directions tells me what a pretty

young white girl like me could do with her life, how many choices she has, and how she ought to take advantage of all her opportunities. what good would it do me to live in poverty? no one, especially not a pretty young white girl, should be such a slave to their ideals that she goes so far as to lower her living standards. she deserves better, such a pretty young white girl.

she should have everything to which she is accustomed, such as a television, imported foods, and all the toiletries in the world. why did you have to do that to your hair? and oh! your nose! that won't help when you're looking for a real job. a good stylist could do wonders for you, why don't you dye your hair honey-blond, and while you're at it, get a little sun on your face. you've got to get out there and sell yourself, that's the only way to survive in this world. going to vermont and living on a farm is just hippie escapism, you can't do that, not a pretty young white girl like you, you like the city, i can tell, you need to be in the city. i've got the perfect career for you, a travel agent, of course you'll have to take that thing out of your nose first, dye your hair honey-blond, get a little color in your cheeks. you know, you really could be so pretty if you just cared about yourself more.....

Propaganda for profit.

Control over broadcasting is an exercise in controlling society



so, despite all argument and logical reasoning, i end in affectionate poses with him. artificially chosen, fixed positions from which i stretch, reach towards and into him, finding - alas - that he is nothing but emptiness. his mind plans 'our' future, while mine plans 'our' demise. i am willing now, i tell myself to make all sacrifices (this is what i have been taught), to risk all self-image --- Here i am! lying flat and limp, place all the blame on me. i have thin layers of cracked armor on, pile it on top of my body, drown me; and i will shake it off, snidely and cruelly if i have to, i will regain my state of self-realization.

A black and white photograph of a symmetrical, diamond-shaped pattern. The design is composed of four triangular sections meeting at a central point, creating a cross-like motif. Each triangular section contains a dense, horizontal, wavy texture, possibly representing a stylized landscape or a specific material. The entire pattern is framed by a dark, irregular border that resembles a torn edge or a rough frame. The overall effect is one of a highly detailed, textured, and symmetrical design.

You are delivered to
the advertiser who is

Sam liked it. Sam closed her eyes one by one and then she rolled her head onto one of the woman's hands. She was resting herself in the woman's hands. She gasped loudly as she felt the woman's mouth flicker just under her lip. "Always right now and leave you just like me," the woman said very seriously. "I'll be right here when you want me." "I'll be right here when you want me," the woman said very seriously. "I'll be right here when you want me."

the customer

➡ What is a Guilt Trip?

It is generally used by the economically successful, who often internalize their own oppression, and the guilt they feel because of their success. Such people have learned to control others by inducing them to internalize oppression as well. That is, the guilt trip causes the victim to believe that it is his or her own duty to do/think/feel whatever it is the layer of the guilt trip wants. The beauty of the guilt trip is that it causes its victims to oppress themselves.

• The Cult of Psychotherapy

Fanatics of psychotherapy, like religious fanatics, claim to have been "cured," "healed," or "saved." Disciples feel the need to carry the Word of Psychotherapy to everyone they encounter. Proselytization often starts with gently stated accusations such as "you're so angry at the world." The accused often agrees, claiming, for example, that the world is a fucked-up place, and perhaps even making such a blasphemous statement as "modern capitalist hierarchical society strives to control the individual." The disciple then informs the accused that he/she is paranoid, unduly angry, and in need of Psychotherapeutic help. The more the accused resists, the more it "proves" to the disciple that the accused is "afraid" or "closed-minded." The more the disciple rants, the more the accused resists, thinking "if Psychotherapy does that to you, I'm definitely not joining!" Vicious cycle continues until extreme alienation has been achieved.

During the march on the Pentagon, Yippie children moved among the military police guarding the building, gaily unzipping the officers' flies.

You are the product
of television.

What every girl wants

I get a picture in my mind, like a family tree, of me, with my parents. So I came from them, does that mean I am a part of them? My family defines me --- "you are this way because of your father" --- and dictates what they feel is right --- "you should go out with men who will be able to keep you in the manner to which you are accustomed." These statements demonstrate that they have no idea who I am. "Don't become a lesbian," my mother warns me, clarifying this with: "Gays are always such unhappy people." What can I do but shake my head and sigh? Yeah, mom, heterosexuality was real happy for me --- that's why your dear daughter came home everyday with bruises and red eyes and recurrent vaginal infections. That's why I vomited everyday for a month under the influence of The Pill, that's why I took too many pills, cut myself with an exacto knife.

People around here say I'm "old school," but that means nothing. I won't deny all my stupidity. I may not have been fully mainstream, but The System had its effects on me. I hated the myths, but succumbed to them anyway, believing that I NEEDED a boyfriend, filling a void in my life because more than anything else I am continually left EMPTY. Tried to fill myself first at age 12 with fantasies of sex, with alcohol and the occult. Later, with long-standing boyfriends, with shaved legs and armpits, with undereye cover-up, finally with sex and that's where I lost possession of myself. I only became more and more EMPTY, drained of energy, drained of voice, drained of confidence and strength. I helped the process by draining myself of food, blood and sleep. And no matter how I tried, no matter how EMPTY I became, my thoughts still reverberated within my desolate shell. I couldn't drain them and they both antagonized and sustained me.



Television delivers people to an advertiser.

(MORE)

So, am I full now? NO. They tried to sell me filler --- the american dream, religious faith, sex, and the myth of TRUELOVE. They packaged it well, so temptingly, but I looked inside the pill before I sawlloved it and found - that - it - was - EMPTY.



We are daily by oligarchy.

persuaded a corporate

Hey Mom, this Coke™ bottle's empty; what should I do with it?

My family isn't malicious, they don't do any of what they do intentionally --- they must be blinded by the shiny, beautiful package and the green lawn and Boston University and N.O.W. They are good liberals, they pay their taxes, donate to all the right causes... But they are only dimly aware of the EMPTINESS that is inside it all. And they choose to ignore this little bit of discomfort. They are unwilling to give up their happy, beautiful piece of american pie to fight the EMPTINESS, because that would mean acknowledging that the EMPTINESS exists, and once you've done that, nothing is ever quite so beautiful again.

I may have been made by my parents, but the umbilical cord is long broken.

In commercial broad-casting the viewer pays for the privilege of having himself sold.

Media asserts an influence over an entire cultural spectrum without effort or qualification.

There is inherent conflict between:

COMMERCE,

INFORMATION,

ENTERTAINMENT.

For \$20,000 would you go for three months without washing, brushing your teeth, or using deodorant? Assume you could not explain your reasons to anyone.

thanks to
C. Spotrui

media blurbs from
"television delivers
people" a tape by
Richard Serra.

thanks to the folks
doing zines at Hamp-
shire - you have in-
spired me.

